

2007 INShape Indiana Health Summit:

Building a Wellness Program From the Ground Up

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Why invest in worksite wellness?

Preventable illness makes up approximately **80%** of the burden of illness and **90%** of all healthcare costs.

Preventable illnesses account for **eight of the nine** leading categories of death.

The United States spends more on health care than any other industrialized nation in the world and yet, in many respects, it's citizens are not the healthiest.

Health care costs in the United States exceed 14% of the gross domestic product

According to Dee Edington....

Excess costs are related to excess risks

Costs follow engagement and risks

Controlling risks leads to zero trends

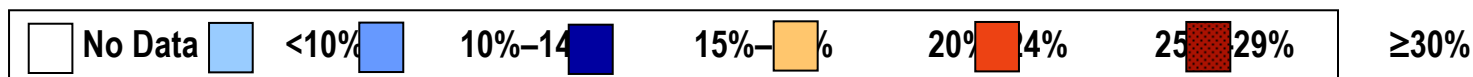
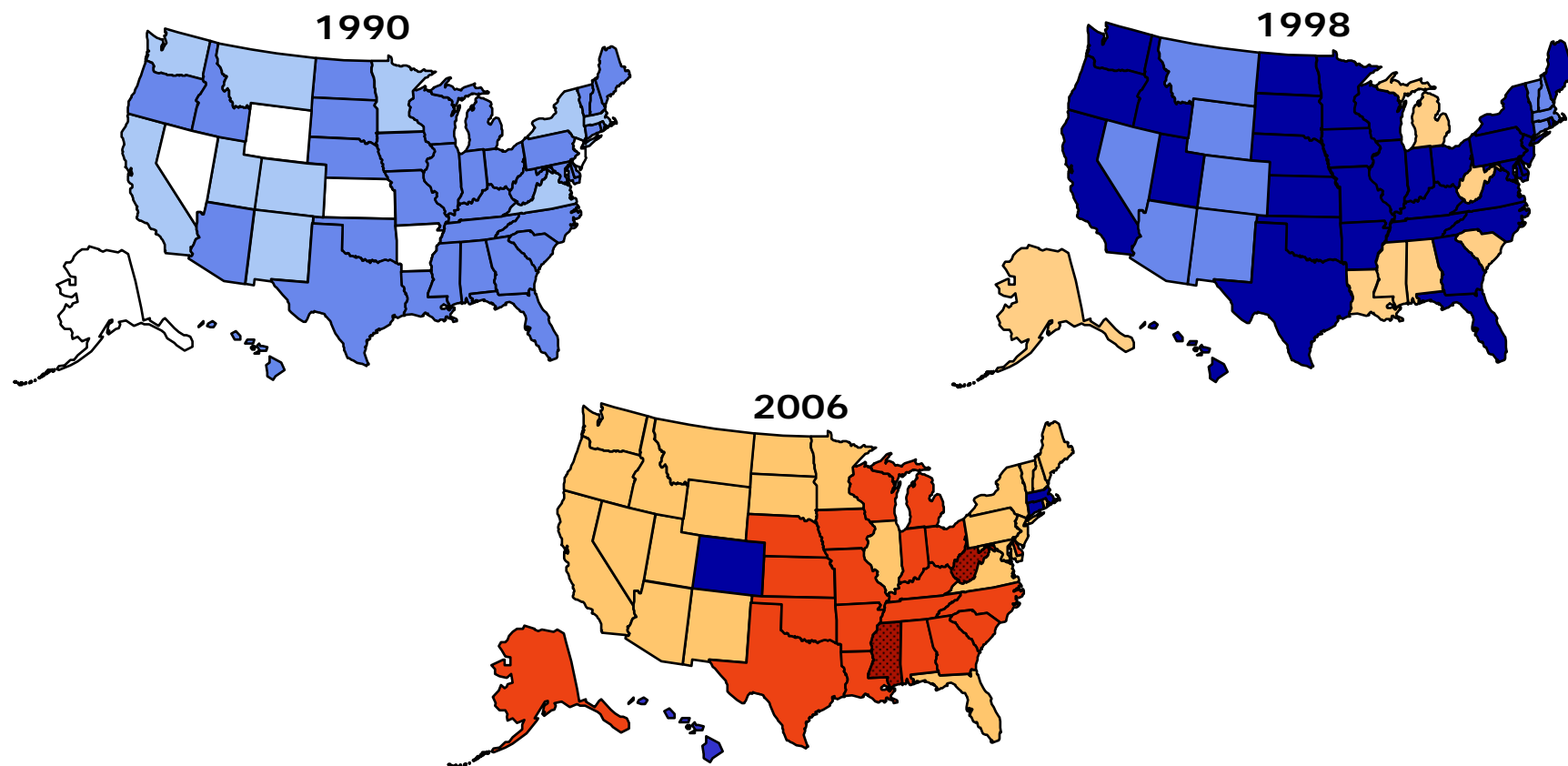
Source: University of Michigan Health
Management Research Center



Obesity Trends* Among U.S. Adults

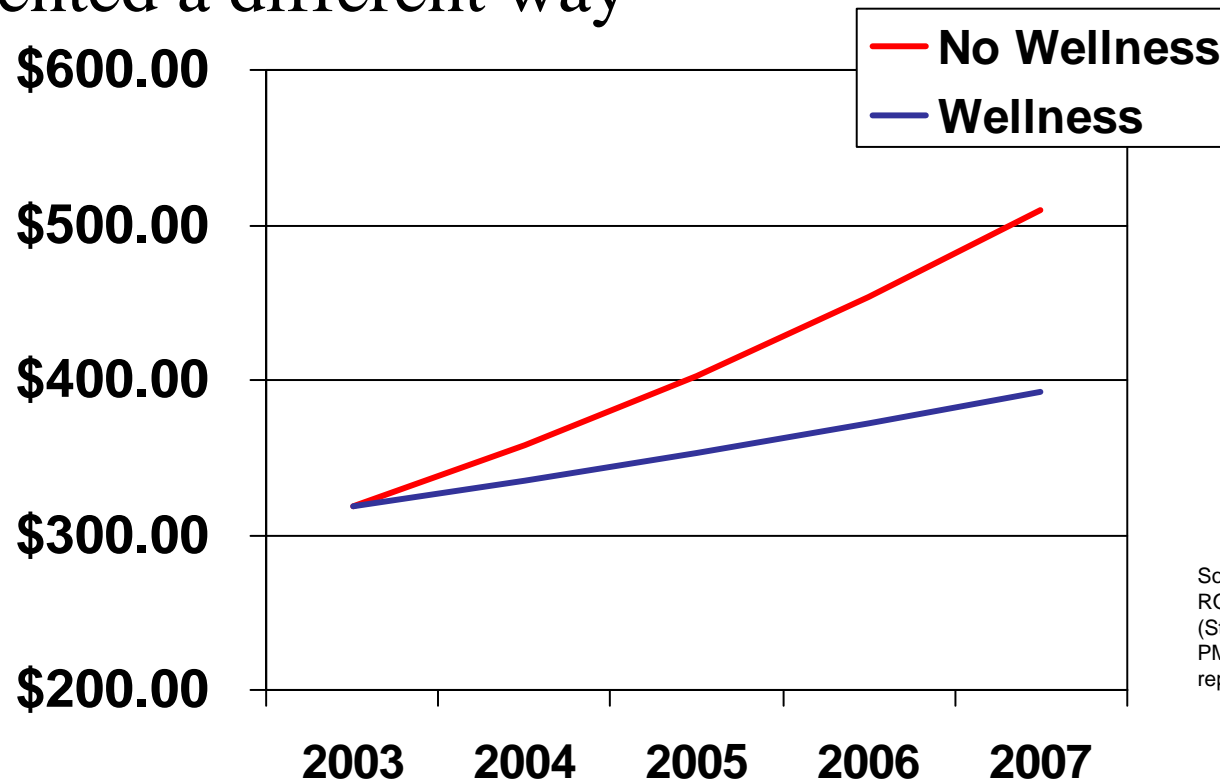
BRFSS, 1990, 1998, 2006

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Why Start Down the Wellness Path?

Represented a different way –

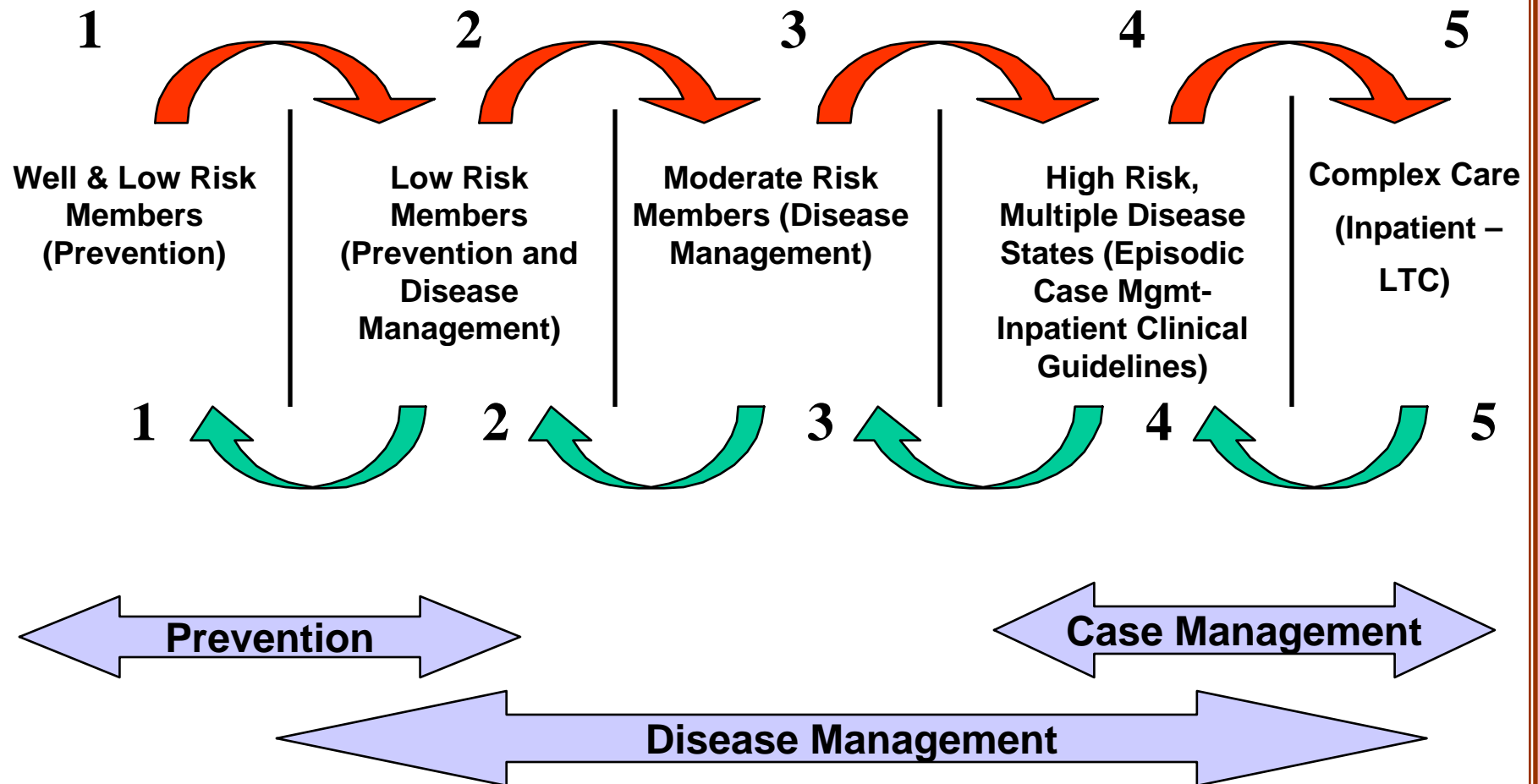


Source: Milliman Validated
ROI Study Published 2007
(Study did not publish actual
PMPM amounts chart is
representative only.)

Why invest in worksite wellness?

Wellness programs are based on the belief that unhealthy lifestyles can be changed with the right support structure. Whether the issues involve smoking cessation, stress management, obesity and depression; targeted programs based on the latest advances in behavioral health research and technology are providing employers with increasingly effective and affordable methods for improving workforce health and productivity.

Population Health Management



Steps to wellness.....

1. Capture senior management support
2. Build a wellness team
3. Assess the needs of your company and employees
4. Create vision, mission and outcomes
5. Develop a comprehensive and strategic wellness plan
6. Choose actions
7. Identify an incentive and reward strategy
8. Communicate to employees
9. Evaluate program efforts and modify strategies

#1 Capture senior level support.....

- Build the business case for wellness – employee health and job satisfaction affect productivity
- Employees will follow what is done not what is said
- Employees need to see that managers believe in and are committed to employee health
- Commit funds, time and effort

2 Build a wellness team.....

- Serves as eyes, ears, arms and legs of the program
- Establishes continuity, motivation and broad ownership of wellness programs
- Represents coworkers ideas and concerns
- Helps reshape organizational culture toward health
- Select from employees interested in health promotion
- Reflect the diversity of your employee population
- Human resources, health and safety, and communications



3 Assess the needs.....

- Evaluate all data sources to identify greatest opportunities for health improvement
- Management and employee surveys
- Review demographics
- Claims review
- Health risk data
- History of organization's wellness initiatives
- Health benefit plan design



4 Create vision, mission and outcomes.....

“Where are we going and how will we know when we get there?”

- Establish clear vision of program direction
- Expectations
- What will be measured and how
- Identify two to five clearly stated goals
- Must be measurable and achievable

5 Develop the wellness plan.....

- Serves as a point of reference
- Helps the wellness program become strategic in nature
- Provides focus for
 - Awareness
 - Lifestyle change
 - Supportive environment programs
 - Policies
 - Target appropriate health risk behaviors
 - Target needs of employees

6 Choose actions.....

- Use resources wisely for greatest impact on achieving goals and objectives
- Actions should flow from your data, goals, objectives and budget
- Make it fun, creative, appealing and effective

7 Identify an incentive & reward strategy.....

- Demonstrate organizations commitment to wellness
- What incentives are most meaningful to employees
- Motivates participation
- Reward use of program features and preventive services
- types of incentives
 - cash or gifts
 - premium discounts
 - time off
 - discounts to health clubs
 - bona fide wellness programs



8 Communicate to employees.....

- Communicate often
- Simple and concise
- Use an identifiable brand
- Use a variety of media
- Frequent
- Customized
- Personalized



9 Evaluate and modify strategies.....

- Helps achieve continuous quality improvement
- Allows modification to meet changing needs and interests
- Measure before, during and after

Program participation

utilization

satisfaction

Behavioral changes

Worker's compensation claims

Productivity

Turnover and absenteeism

Return on investment



Critical Success Factors

- **Top management support**
- **Maximize participation in the program**

Incentives

Plan Design

Effective & Frequent Communications

- **Personalized & tailored programs**
- **Make it “fun”**
- **Evaluation & reporting**
- **Active account management & visibility**

Primary focus of wellness

- Improve health
- Create culture that supports health
- Assist employees in being consumers instead of users of the health care system

Key Components

- Assessment, identification & early identification
- Demand management/information on demand
- Medical self-care education
- Health coaching
- Disease management
- Prenatal risk management
- Medical management integration
- Regular evaluation and reporting



Return on Investment

Short Term Savings



Long Term Savings



Making it all work together....

- Enhance workforce health and productivity and contribute to employer financial health



- Complete integration to provide the most effective approach for managing potentially costly acute and chronic conditions
- Solutions to reduce costs, increase employee care and provide a better work environment

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